

Riviera Villages Cut Prices, Bringing Flood of Visitors

Old Time Visitors Struck With Changes Famous Playground Has Undergone—Mrs. Seth Barton French Entertaining Extensively at Villa Rocca Marina.

By MAY BIRKHEAD.

Special Correspondence to THE NEW YORK HERALD.

MONT CARLO, Feb. 4.

VISITORS along the Riviera have been suffering prematurely from the general complaint of a dull season, but things are not always as they seem at a glance. Instead of being dull one would say the season is a bit backward, but despite adverse predictions, prospects for February, which, after all, is the big month, are of the brightest.

Last year prices rose higher than even the most luxurious traffic could bear, and there was so much grumbling that it was believed the resentment of the public would be long in disappearing. It is true that the hotels have not been filled to overflowing during January, and the managers hold the high prices at Cannes a year ago responsible for that fact.

The other villages on the Riviera have shown their resentment to the Cannes situation by reducing their prices and the word has gone the rounds that visitors can have reservations for February at almost any hotel at their own figures, as the Riviera seems determined that it shall not follow in the footsteps of Deauville with a slow but sure death. The consequence is that every train, to say nothing of the hundreds of automobiles, brings its load of arrivals.

Ciro's Center of Activity.

Ciro's restaurant is the center of the Riviera, for all the visitors at Cannes, Nice, Menton, &c., who motor to Monte Carlo to gamble, seem to think it a part of the game to dine at Ciro's or the Hotel de Paris, so Ciro's is more or less the barometer of the Riviera season, and according to the number of the old habitués who have been dining there recently it would seem that the season is rapidly approaching its height.

Among those of the old days who have been seen there is Mr. Robert Watson Gosselt, who motored over from Bordeaux with his brother-in-law for the pigeon shooting, and reported that the roads were not good for the trip. Then there is Mr. William Fleischmann, who has been noticed with Mr. Winchell Smith, the playwright, of New York, and Mrs. Smith, who are stopping at Nice; Mr. Vincent O'Sullivan, Irish writer, who is well known in New York; Mr. and Mrs. Talbot Taylor, Baron and Baroness Rosenkrantz of Rod Springs, Va. and New York; Mr. and Mrs. Harvey Phillips, who have been here since December; Col. and Mrs. E. B. Drake, who are here to rest after their strenuous trip to America with Marshal Foch; Mr. and Mrs. Florence Fox of Baltimore and New York, who have been passing their winters in Monte Carlo for the last twenty years; Sir Walter and Lady Du Prece (the latter will be remembered by Americans as Vesta Tilly, whose fame at the vaudeville stage needs no recalling).

Then there is Major-Gen. Clayton C. March, formerly Chief of Staff of the United States Army, and Mr. Frederic Penfield, formerly American Ambassador to Vienna, both of whom consent to spare a little time from the tables occasionally to be seen lunching. And others are Mr. and Mrs. J. W. Brooks, who are passing their honeymoon at the Hotel de Paris. Mrs. Brooks was Mrs. Dorothy Arens Humphreys, and their wedding was celebrated in New York in November. There is Mrs. Elsie Dyer, Mrs. Griswold Gray, Mr. and Mrs. Edward Tuck, Gen. and Mme. Taufflieb, Mr. and Mrs. John R. Drexler, who have recently motored from Paris; Mr. and Mrs. Perry Belmont, who are stopping at Cannes for the season; Mr. and Mrs. Claus Spreckels, Field Marshal Lord French, Mrs. Colombis, Walter and his sister, Miss Hayes of Richmond, Va.

Americans were interested yesterday in seeing Miss Marie Dressler and Miss Maxine Elliott lunching at adjoining tables at Ciro's. When the latter entered Marie was heard to ask if it could be the American actress with her niece, Miss Forbes-Robertson, saying that she was growing so old that her eyes often closed over her, though Marie's beauty should be easy enough to recognize with feeblest eyesight.

A fellow countryman recognizing Marie's jovial face assured her that age made no difference, saying that her spring countenance had made America laugh too long to ever die, whereupon Marie consoled herself with a nod in the direction of Miss Elliott, saying that beauty surely had been herself was so "blowin' ugly" that she would never die.

Miss Dressler has been with friends in Rome for the last fortnight and after a short visit to the Riviera expects to return to Rome, as she says she loves Italy more than she does France. Last night at the Sporting Club Miss Dressler, Miss Elliott and Lady de la Roche (Lady Langtry) were noticed playing at the same table.

To Open Aviation School.

These old time visitors are struck by the changes in the growth of the Riviera towns with their new shops and hotels and their general air of expansion and enterprise. At Cannes, for example, an aviation school will soon be opened, while at Nice the Monte Carlo new buildings are constantly going up. Any one who has known the pre-war Riviera is at once impressed by the absence of familiar faces and personalities which constituted the old Old World cosmopolitan cachet of this famous playground. One no longer sees the Russian nobility, so largely in evidence before the war, with its abundance of its extravagance in gambling, dress and in pursuit of pleasure. The only representative of this old aristocracy is the Grand Duchess Anastasia of Russia, the sister of the former Czar, who considers the Riviera, and especially Monte Carlo, her paradise. She is well beyond 60 years of age and never misses a day or night at the Casino. She plays all day at the tables (and never wins), dines at Ciro's and dances every twice and outbances the professionals, and when the restaurants close she goes to the Sporting Club and plays the tables again until 2 or 3 o'clock and then goes to the Carlton and dances until breakfast time. If she ever sleeps no one has ever heard of it. But with all that she seems a lonely figure, for the few of her noble relatives who are living can no longer afford the luxuries of the Riviera.

The great worldwide changes of recent years are reflected in the new fires which throw the promenades, restaurants and casinos. Of course the British are well represented, as always, but many Americans are seen for the first time. At Monte Carlo they are catching their attention, not only to the

hazards of the casino and the sporting club, but are going in for golf, tennis, motoring, racing, and are lavish in their admiration of the region which seems to have surpassed all their anticipations of its majestic beauty.

Indeed, for the habitue or the newcomer the spell of the Riviera seems, as of old, to be inexhaustible. Where else is there such a setting and atmosphere, and where else is the solitaire solicited by so many varieties of excitement and charm? The scenic combination of mountains and the sea, cannot fail to thrill the most hardened traveler, and the winter air, without being cold, has a zest and tang which exhilarates every one. One is struck anew by the grandeur of this region when motoring up the steep mountain paths to the golf club, where a good course, occasionally swept by the clouds, has been laid out 2,700 feet above the sea. As you creep along the tortuous paths of Monte Angel, with rugged precipices above and beneath you, you wonder where human ingenuity can have found a golf course, but eventually there it is before you, different from any other and vastly amusing and interesting to those who have followed the royal game in many lands. The air is incredible, crisp, and until one becomes accustomed to playing at this height there is a ringing in the ears. The walls of the golf club are adorned with caricatures of famous old habitués of the Riviera, such as James Gordon Bennett in the act of paying out money with both hands at Ciro's and a more recent one, Mr. Maclean, the Greek shipbuilder, holding forth at chemin de fer, or the Grand Duchess Anastasia covering all numbers at the roulette table.

All Visit Unique Course.

All who come to Monte Carlo, whether golfers or not, visit this unique course, particularly as the trip gives them an opportunity to see unrolled before them a scene of unsurpassable beauty and grandeur. It is Switzerland and the Mediterranean with its promontories revealed in one vast colorful canvas, from the rugged summits capped with snow and clouds to the blue and green of the sea, along which palm trees grow in profusion. An added touch of color is furnished by the white buildings of the long droop the sides of the villas scattered over the mountain sides with their red roofs.

The only expression of disappointment that one can hear as far as the beauty of the Riviera is concerned is caused by the lack of flowers. The magnificent mimosa trees, for which this region has a worldwide reputation, are only now just commencing to bloom while they would have been out in full force ten days ago; the gorgeous colored carnations are not to be seen in their usual profusion; there are practically no roses and there are scarcely any wild flowers as yet in the fields. It is evident that the long drought and cold weather have kept the flowers back. Until recently there has not been a good day's rain all winter. Rain or shine, however, does not prevent the visitors from coming and now with the boats coming directly from New York to Monte Carlo the season, though late, will yet be animated and Americans will be more numerous than ever.

Monte Carlo is the great center for those who wish to rent the villa life around Cap Ferrat, Beaulieu and Monte Carlo has not been dull. Those who have been entertaining extensively in the villas are Mrs. Seth Barton French, who has the Villa Rocca Marina on the bay of Villefranche. Mr. Jean de Rezek, the master singer, and his pupils often favor her with a visit to the entertainers. At her last concert Mr. de Rezek and his pupils gave a musical play in one act entitled "All Fools' Day" by J. M. Barotti, with music by Clive Carey. The little play was acted and sung with no end of spirit by the talented amateurs. A large number of the American and English colony were present including the Hon. Mrs. Kennard, Mr. and Mrs. Henry Clegg, Jr., Count and Countess Gautier-Vignat, Captain and Mrs. Erskine Bole, Prince and Princess Christopher of Greece and Mr. and Mrs. William B. Leeds. Others who are prominent in the villa life of the Riviera are Princess Karageorgievitch, who is an American (she was Mrs. Huger Pratt); the Villa Scoglietto near Beaulieu, and Mme. Balsan (nee Consuelo Vanderbilt), who was formerly the Duchess of Marlborough. Mr. and Mrs. Spencer Eddy and Mr. and Mrs. Claus Spreckels frequently entertain in their villa at Cap Ferrat. Mr. and Mrs. Blythe Branch, who have the Virginia Cottage near Beaulieu, entertained General and Mme. Taufflieb at dinner the other evening. Sir John and Lady Ward are occupying their Villa Rosemary which was presented to them by Lady Ward's mother, Mrs. Whitelaw Reid. Mr. Anthony J. Drexel has a villa at Cap Ferrat. Mr. and Mrs. Edward Tuck have a villa in Monte Carlo and have been entertaining Mr. and Mrs. Amor Tuck French. Sir Robert and Lady Hadfield have the Villa Holzer. Mrs. Herman Frauch, who has a beautiful villa at Cap Ferrat, is expected soon from America. She will be accompanied by her daughter, Mrs. Frasch Whiton.

Prince and Princess Christopher of Greece, who have the Villa Kazbeck, which was formerly the property of the Grand Duke Michel of Russia, have been entertaining extensively. At the moment they have the Princess Nicolas of Greece and her two daughters, Princess Olga and Princess Elizabeth, who have recently arrived from Athens as their guests. Mr. and Mrs. Craig Biddle have the Villa Val-Fleur in Cannes. Comte and Comtesse Boni de Castellane and their baby, who have been passing several weeks in their villa, are returning to Paris to-day. His mother, the Duchess de Talleyrand, is expected to motor from Paris soon.

Mrs. Leslie Cotton, the American portrait painter, who has painted many portraits of persons prominent in both European and American society, is here for the season and is not idle. Mr. and Mrs. Henry Clegg, Jr., are the only Americans who entertain extensively at their Chateau de la Napoule near Cannes.

Industrial Home Benefit Dance on February 23

A dance for the benefit of the Free Industrial School for Crippled Children and the Lulu Thorley Summer Home at Claverack, N. Y., Mr. Walter Scott president, will be held on Thursday at the Waldorf-Astoria. The officers of the society compose the reception committee and Mrs. Robert C. Fisher chairman of the committee in charge, and her coworkers will act as hostesses. The dance will be under the patronage of Mr. and Mrs. William G. McAdoo, Judge and Mrs. Peter Schmueck, Judge John L. Walsh, Judge Wendell, Judge Meyers, General and Mrs. Howard Borden, Mr. Edwin Graft, Major T. C. Wieslaw, Mr. Frederick Brooks, Mrs. Art D. Dietrich, Mrs. Charles D. Belden, Mr. Wilson Marshall, Col. Charles P. Behold, Dr. and Mrs. Frank J. Blodgett, Dr. C. G. Miller and Mr. and Mrs. A. J. Post.

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\$5 Spiral-Spun Sports Silks, \$3.48

One of the Famous "Moon-Glo" Fabrics

A SUPERB WEAVE, 40 inches wide, showing the large ripple crepe-like surface that is enchanting. A lustrous surface with wool filling that makes this fabric wear and keep its wonderful crepe effect. This makes it admirable for a sports garment. Soft enough to drape with exquisite grace, it at once becomes the correct fabric for dressy apparel. So Spiral-Spun Sports Silk might easily be called "Town-and-Country" Silk, for its use is almost a universal one. Many colors, of which the following are some:

White
Black
Cloud
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Taupe
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Malay
Brown
Seal
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Marine
Champagne
Midnight
Smoke
Jade
Navy

Duckwing
Copper
Fawn
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Tan
Lark

In this list every color wanted for three-piece suits, slip-on dresses, blouses, light weight wraps, hats of every sort.

So Popular Is the \$4 Chiffon Taffetas Sports Silks At \$1.75 That We Plan to Continue This Sale

So long as we can get a fair range of color combinations. Tomorrow again a full range of colors and new patterns of this 36-inch silk as follows:

Navy with White
Navy with Tan
Navy with Jade
Navy with Henna and Black
Navy with Black and White

Peacock with Gold
Cardinal, Tan
Brown with Turquoise
Copenhagen with White
Brown with Henna

Copenhagen with Black and White
Chestnut with Jade
Pearl, Sky Blue
Taupe with Henna and Tan

Loeser's—Main Floor.

At \$3.85, Blouses : New! Beauties!

Crepes de Chine, Georgette, Satin, Voile

SUCH A WONDERFUL CHOICE in design in addition to this choice of fabric. Every one \$3.85. Every one a 1922 fashion. We need not speak of the Loeser standard of quality, for that goes without saying.

Many 34 to 46 : Others 36 to 44

That provides for practically everyone. There are dressy models, strictly tailored mannish styles, slip-overs, tuck-ins. Choice of short sleeves or long sleeves. Tuxedo or Peggy collars and "a world" of individual notes that make this a wonderful opportunity.

Filet Lace, Embroidery, Tucks, Paisley

among the charming garnitures. So all tastes will find the note so much wanted by those who love beautiful Blouses but who are limited in expenditures. These Blouses have been chosen with taste and discrimination, and will meet the spring fashion decrees.

Loeser's—Second Floor.

2,400 Pairs of Women's \$1.50 "Onyx" Fiber Silk Stockings for 79c. Pair

TO BUY THIS FAMOUS HOSIERY at a definite price saving is a proposition which always appeals to discriminating women.

It is a very special transaction which brings us this fine collection of imported full fashioned, fine gauge, fiber silk Stockings to sell at 79c.

Black only, with a lustrous finish; all made with double mercerized tops and soles.

1,800 Pairs Women's 75c. Stockings, 39c. Pair

Imported full fashioned black grain cotton Stockings with unbleached split feet.

\$1 Sport Stockings, 69c

Fine quality Sport Stockings of wool and cotton mixed, in the most wanted colorings.

\$3 Silk Stockings at \$1.95

Superior quality fine gauge, full fashioned thread silk Stockings with double silk tops.

Loeser's—Main Floor.

Broad and Splendid Stocks of China, Glassware and Lamps Are Offered in the February Sale At Savings of a Fourth to Half

WE CANNOT EMPHASIZE too strongly the beauty and newness and excellence of the merchandise which is offered in this great event which starts anew tomorrow with many additional items.

Don't overlook these opportunities for the replenishment of your personal supplies, as well as to secure wedding gifts of the finest kinds for the lowest prices in years.

This \$35 Dinner Set for \$19.98

43 Pieces
Service
for
6 People



Only
100
of These
Sets

Of imported china with coin gold decoration. A complete dinner service for six people.

Other Specials in Dinner Sets

\$35 American Porcelain Sets, 100 pieces, \$19.98.
\$50 American Porcelain Sets, 100 pieces, \$39.50
\$55 American Porcelain Sets, 100 pieces, \$47.50.
\$107 French China Sets, \$89.50.
\$220 French China Sets, \$169.50.
\$298 French China Sets, \$249.
\$650 French China Sets, \$495.

\$6 Blue Bird Luncheon Sets for \$3.95

Rich Cut Glass
\$10 Water Sets for \$4.98
\$6.98 Vases for \$4.98
\$14.98 Water Sets for \$9.98
\$4.98 Vases for \$3.98

Diamond-Poinsettia Cut Glass At Reduced Prices
\$2.25 Bonbon Dishes \$98
\$6.50 Vases, 12-inch \$4.98
\$19.50 Water Sets \$13.50
\$4.25 Lemon Trays \$4.25
\$7 Fruit Bowls \$4.95

\$4 to \$7 Cut Glass, \$2.95
At this price there is a splendid assortment of Vases, Fruit Bowls, Orange Bowls, Sugars and Creamers, Bonbon Dishes, etc.

\$3 Cut Glass Bonbon Dishes for 98c
These Dishes are of the well-known Diamond-Poinsettia pattern and this is a special introductory price.

\$11 Bridge Lamp and Shade for \$6.98

\$18 Bridge Lamp and Shade for \$13.98

\$35 Bridge Lamp and Shade for \$24.95

At \$6.98
Bridge Lamp of hand wrought iron, black finish, complete with prettily banded parchment shade in assorted colors.

At \$13.98
Mahogany finished Bridge or Reading Lamp with adjustable socket. Complete with silk shade in rose, gold and blue.

At \$24.95
Mahogany or polychrome finished Bridge Lamp with adjustable socket, outfitted with shade of silk, in assorted colors, in six different styles.

Loeser's—Basement Floor.

A Player-Piano Offer at \$395

A Few Exceptional Instruments That We Purchased at a Great Sacrifice

And That We Shall Sell As Cheaply as We Bought Them

This offering promises one of the best Player values that has ever come to us—and that Loeser's has been able to place before the Brooklyn public in many, many years.

We purchased these Players not simply because they were within reach of an extremely low figure, but primarily because they were good Players.

They are distinguished by hallmarks of quality that are accepted everywhere as conclusive. They exhibit many very evident distinctions entirely out of line with the remarkably low price.

FIRST: There Is the Player Action. It is the well known standard make. Players selling at hundreds of dollars more have this identical make and quality.

SECOND: The Hammers. They are the Strauch make of woollen hammers, and a long famous make, too. Hammers are vital to fine tone quality.

THIRD: The Tone. Superior mechanism

always contributes heavily to superior tone quality. The only reason that the parts of these Players are exceptional is to achieve a beauty of tone that is noticeably superior. You will be delighted with the tone of these Players.

FOURTH: The Keys are genuine ivory.

FIFTH: The Case. A beautiful bit of designing and cabinet work in mahogany finish.

At \$395 We Look for Such Players to Go Out With a Rush

The Payments May Be Anything Within Reason

Loeser's—Fourth Floor.

Remnants of Towelings and Damasks

Quantities of Useful Lengths

At Tremendous Price Savings

RECENT INSPECTION OF STOCKS has revealed many short ends and remnants of fine quality Towelings and Damasks, and, as customary here, to speed their departure we have reduced prices regardless of former markings.

To the many housekeepers who fully realize what "thrifty" there is in remnants this sale will prove wonderfully advantageous.

You will find them on special Main Floor Table, including:

Irish Linen Crash Toweling

2-yard lengths; value 70c, for \$50c
3-yard lengths; value \$1.05, for 75c
4-yard lengths; value \$1.40, for \$1
5-yard lengths; value \$1.95, for \$1.25

Part Linen and Part Cotton Toweling

2-yard lengths; value 60c, for 44c
3-yard lengths; value 90c, for 66c
4-yard lengths; value \$1.20, for 88c
5-yard lengths; value \$1.50, for \$1.10

Irish Linen Crash Toweling

2-yard lengths; value \$1.18, for 78c
3-yard lengths; value \$1.77, for \$1.17
4-yard lengths; value \$2.36, for \$1.56
5-yard lengths; value \$2.95, for \$1.95

Silver Bleached Linen Damasks

2-yard lengths; value \$4, for \$3
2½-yard lengths; value \$5, for \$3.75
3-yard lengths; value \$6, for \$4.50

Mercerized Table Damasks

2-yard lengths; value \$2.50, for \$1.70
2½-yard lengths; value \$3.18, for \$2.13
3-yard lengths; value \$3.75, for \$2.55

Bleached Linen Damasks

2-yard lengths; value \$6, for \$4
2½-yard lengths; value \$7.50, for \$5
3-yard lengths; value \$9, for \$6

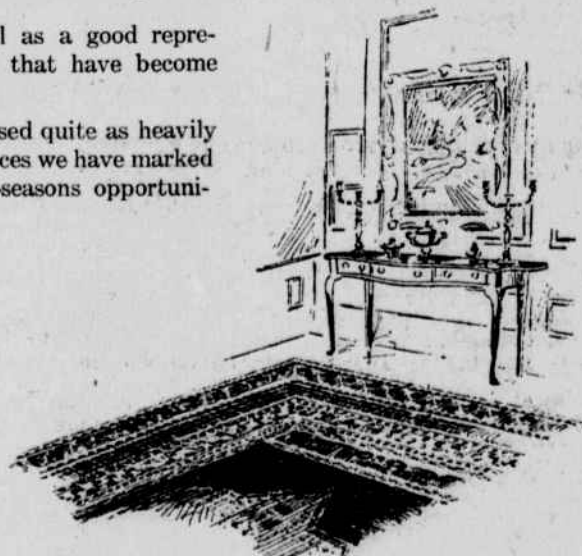
Loeser's—Main Floor.

Rugs and Carpets Will See Low Prices Monday at Loeser's

NEW RUGS in new patterns as well as a good representation of certain old favorites that have become "fixtures" in popularity.

This purchase is one that can be stressed quite as heavily for the beauty of the Rugs as for the low prices we have marked them. It presents one of those between-seasons opportunities—and a very real one.

NEW
Rugs
at prices as
low as or lower
than those
often asked
for old rugs



1 Group Seamless Velvet Rugs—the Heavy Quality

9 x 12, \$46.95 Value \$34.50 | 8.3 x 10.6, \$43 Value \$32.50 | 7.6 x 9, \$32.50 Value \$24.25

These Velvet Rugs are noteworthy for their coloring as well as their quality. They have charm as unusual as their prices.

1 Group Wool Tapestry Brussels Rugs—Seamless

9 x 12 \$29.75 Value \$19.75 | 8.3 x 10.6 \$26.50 Value \$18.25 | 7.6 x 9 \$21.50 Value \$14.75 | 6 x 9 \$15.50 Value \$11.45

Axminster Rugs—A special group from our own regular stocks. Rugs in discontinued designs that we wish to close out and on which we have made the prices less than today's wholesale for Rugs of like quality.

9x12 Axminster Rugs \$45
8.3x10.6 Axminster Rugs \$43.50
3x6 Axminster Rugs \$8
27x54 Axminster Rugs \$5
Wool Fiber Stair Carpet, 27 inches wide; allover designs; 95c. quality. Special, 55c.

French Wilton Carpets in exquisite effects—five lovely colors. These are Worsteds Wiltons. If the French money market were normal Wilton Carpet like this would be about \$5 a yard.

French exchange has been advancing steadily of late. An opportunity like this is but temporary. Make the most of it. French Worsteds Wilton Carpet, \$2.95 a yard.

Brussels Hall and Stair Carpet in allover Persian effects; all wool quality; regularly \$1.65 a yard. Special, \$1.35.

Inlaid Linoleums, Armstrong and Nairn makes, at low prices. \$1.45 Grade at \$1.15 | \$1.75 Grade at \$1.45

Loeser's—Third Floor.